



NEWS RELEASE

ATHLETIC FOOTWEAR

May 25, 1989

MAY 30 1989

FOR IMMEDIATE RELEASE

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SURGEON GENERAL KOOP COMMENDS AVIA FOR CONTROVERSIAL AD CAMPAIGN

Portland, OR -- United States Surgeon General C. Everett Koop, M.D., Sc.D., is praising AVIA Athletic Footwear for its advertising campaign. In a recent letter to AVIA's president, Dean Croft, Koop cited the campaign's "bold message that promotes a healthy lifestyle. . ." (See attached for complete letter.)

AVIA's advertising campaign carries the theme "For Athletic Use Only" and juxtaposes the athletic activities the shoes are designed for against nonhealthy activities such as smoking, excessive drinking and overeating. Reactions to the campaign have varied from a protest campaign mounted by tobacco-industry giant Philip Morris to hundreds of calls and letters complimenting AVIA for its healthy message. AVIA management notes that sales have risen 20-30 percent since the campaign's debut in February, 1989.

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Koop commends AVIA - 2

"Being thanked by someone of the stature of Surgeon General Koop is very meaningful to us," says AVIA president Dean Croft. "While our goal is to sell athletic footwear, we're glad that we can make a positive statement about living a healthy lifestyle in the process and encourage people to take better care of themselves."

AVIA Athletic Footwear manufactures aerobic, baseball, basketball, children's, cross training, cycling, running, softball, tennis, volleyball, walking shoes, and active apparel. All shoes feature the patented CANTILEVER[®] sole and are available in sporting goods, athletic specialty and select department stores.

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Cantilever[®] is a registered trademark of AVIA Athletic Footwear.